




## Memorandum

**Date:** February 13, 2019

**From:** Gerd Wuestemann, President and CEO, Scottsdale Arts 

**To:** Karen Churchard, Director, City of Scottsdale Tourism & Events Department

**CC:** Kim Curry-Evans, Director, Scottsdale Public Art

**Re:** Scottsdale Arts Presentation of Canal Convergence on February 19, 2019

Karen,

Scottsdale Arts is pleased to present an update to the Tourism Development Commission for Canal Convergence. The presentation will focus on the achievements of this past November's event, provide a vision for how we see Canal Convergence developing over the next five years, and thank the Tourism and Development Commission for their continuing support.

Attached you will also find a two-page highlight of last November's metrics, which will be discussed as a part of the presentation.

Please let us know if you have any questions in the meantime.

## HIGHLIGHTS, Summary Data, Canal Convergence, November 2018

### GENERAL:

	2012	2013	2014	2015	2016	2017	2018 (Feb)	2018 (Nov)
Event Days:	2	4	4	4	4	4	4	10
Artworks:	6	8	6	6	5	8	7	18
Programmatic Elements:	12	9	15	17	28	29	44	175
Attendance:	5,690	10,600	30,500	38,500	56,200	80,540	32,855	277,380
Total Sponsors/Partners:	12	10	12	12	14	18	9	38

### ECONOMIC IMPACT:

#### Waterfront Businesses:

- Olive and Ivy: Sales in the restaurant increased by 20% (estimated \$150K above what they made November, 2017).
- Marcelino's: Sales and attendance increased approximately 10% from November 2017; saw an increase in families (not their typical demographic)
- Tapas Papas Fritas: Sales increase of 20% over last November 2017; more diversified demographic

### TOURISM:

Per Experience Scottsdale's review of Smith Travel Research (STR) hotel data regarding hotel occupancy, average daily rate (ADR) and revenue per available room (RevPAR) during November's Canal Convergence, they saw a growth across all metrics, including double-digit growth in RevPAR, over the same period in 2017. This establishes a framework for developing a baseline that we can monitor for subsequent years of Canal Convergence.

	2017 (Nov. 10-19)	2018 (Nov. 9-18)	% Difference
Occupancy:	76.9%	82.8%	7.8%
ADR:	\$196.18	\$213.85	9.0%
RevPAR:	\$152.13	\$179.12	17.7%

Per Experience Scottsdale, Canal Convergence was a strong week for Scottsdale-area hotels and resorts. Hotels and resorts experiences a higher occupancy, rate and revenue during the 10-day event, compared to a review of the metrics for the entire month of November.

	All of November	Canal Convergence	% Difference
Occupancy:	73.9%	82.8%	12.0%
ADR:	\$205.42	\$213.85	4.1%
RevPAR:	\$151.75	\$179.12	18.0%

## EDUCATION:

- For the 4 artist residencies conducted, 1,169 students were impacted, including 848 Title 1 students. Students affected were in grades 2, 3, 9, 10,11 and 12
- For the Recycle Bin project, 416 students from 11 Scottsdale schools created a dozen reimagined recycle bins for a competition. 147 of the 416 students were Title 1 students. Students affected were in grades 4-12.
- 278 attendees participated in one of the 32 tours given during Canal Convergence.
- 3,270 attendees participated in one of the 27 workshops given during Canal Convergence.
- 95% positive response on school programs showed an impact on student learning and engagement in school after participating in the ASU residency.
- Tonalea K-8 School was given a public celebration on their participation in Canal Convergence and its impact on students at the SUSD governing board meeting on Jan. 15, 2019.

## MARKETING:

Press Coverage	2018 (Feb)	2018 (Nov)
Local Print/Online:	6	13
National Print/Online:	10	12
International Print/Online:	4	1
Local Radio:	4	2
National Radio:	1	
International Radio:		
Local TV:	3	7
National TV:		
International TV:		
<b>TOTAL:</b>	<b>27</b>	<b>35</b>

### Press Coverage Highlights:

- All four local TV networks covered Canal Convergence in some way. Both FOX10 and AZ Family CBS did three separate segments on the event
- *Thrillist*, an online national source added Canal Convergence to its roundup, "Everything you Need to Do in Phoenix This Weekend." Thrillist reaches 3.8 million unique visitors per month on its website.
- Josh Frigerio's story on ABC15 was picked up by MSN.com, which receives approximately 436 million unique visitors per month.
- Canal Convergence was featured afterwards on CBS Los Angeles online article, "Guide to America's Best Art Festivals"

Facebook Demographics	Feb. 2018 Canal Convergence	Nov. 2018 Canal Convergence
<b>Audience Growth:</b>		
Impressions	192,700	2,800,000
Engagements	3,093	23,700
Clicks	530	22,600
Total Fans	6,070	8,145
Paid Likes	9	50
Organic Likes	257	1,949
<b>Engagement:</b>		
Total Engagements	3,093	23,727
Reactions	2,627	16,818
Comments	194	2,798
Shares	272	4,111

**City of Scottsdale**  
**Canal Convergence Top Line Report**

The City of Scottsdale engaged WestGroup Research of Phoenix to conduct intercepts with visitors to Canal Convergence. A total of 300 intercepts were conducted across six days of the event. Approximately 50 surveys were completed on each of the following six dates: November 9, 10 and 12 (Veteran's Day) and November 16, 17 and 18, 2018.

1. How important was attending Canal Convergence in your decision to be in Scottsdale today? Was it your primary reason, a major reason, a minor reason or not a reason for coming to Scottsdale?

Primary reason	48%
Major reason	12%
Minor reason	14%
Not a reason	26%
Total	300

2. Is this your first time attending Canal Convergence or have you attended in the past?

First time attending	73%
Attended previously	27%
Total	300

3. How did you get to the event today?

Drive my own car/rode with someone in their car	77%
Walk/Skateboard	8%
Rental car	5%
Uber/Lyft/Similar car service	5%
Public transportation/bus/train	2%
Bicycle	2%
Hotel shuttle	1%
Other	<1%
Total	300



4. How easy or difficult it was to find parking? Please use a scale of 1 to 5, where “1” means “very difficult to find parking” and “5” means it was “very easy to find parking”?

“5” — Very Easy	54%
“4”	15%
“3”	17%
“2”	9%
“1” – Very Difficult	5%
Total	244

5. Including yourself, how many people are there in your travel party today? (ONLY IMMEDIATE PARTY, NOT TOUR OR TRAVEL GROUPS)

**PARTY SIZE**

1 person	13%
2 people	50%
3 to 4 people	27%
5 or more people	11%
Median	2.0
Mean	2.8
Total	300

6. Is your permanent or part-time residence in metropolitan Phoenix, elsewhere in Arizona or in another state or country?

Metro Phoenix	62%
Elsewhere in Arizona	21%
Other state	13%
Other country (specify)	4%
Total	300

**Other countries:**

Canada (11)  
Holland (1)



**Out of Area Attendees:**

7. In which local community are you staying during your visit to the metro Phoenix area?

Scottsdale	48%
Tempe	6%
Mesa	6%
Phoenix	5%
Chandler	3%
Sun City	3%
Glendale	2%
Tucson	2%
Peoria	2%
Surprise	2%
Fountain Hills	2%
Goodyear	2%
Other	11%
Daytrip (not staying overnight)	7%
Total	114

8. During your visit to Metropolitan Phoenix, are you staying in...?

My own home	25%
A rental home, apartment or condo (AirBnB/VRBO)	23%
A private home as a guest	19%
A full service hotel	10%
A luxury resort	9%
House/home (unspecified)	5%
A time share	4%
A limited service hotel or motel	3%
RV	2%
Other	2%
Total	106



9. How many nights, in total, will you spend in the Metro Phoenix area on this visit?

**LENGTH OF STAY – NIGHTS**

None/0 Nights	42%
1 night	7%
2 nights	8%
3 nights	8%
4 nights	7%
5-9 nights	17%
10+ nights	11%
NA/Refused	2%
Median	2
Mean	9.5
Total	106

**Total Daily Spending Among All Visitors**

Total Daily Spend	n=300	Expense Category	Median	Mean*
Nothing/Zero	33%			
\$1 to under \$200	53%	Lodging (n=106)	\$0	\$53.80
\$200-\$299	4%	Food and Beverage	\$8.00	\$35.24
\$300-\$499	5%	Entertainment	\$0	\$5.26
\$500-\$749	4%	Retail Shopping	\$0	\$23.09
\$750+	1%	Transportation	\$0	\$13.85
Median	\$21.00			
Mean*	\$95.55			

\*Mean includes Nothing/Zero



10. **OVERNIGHT VISITORS:** Now I'd like to get some idea of your spending patterns while you are visiting the metro area. Thinking about a typical day during your visit, on average, how much are you and your travel party spending each day on the following items? When responding, please indicate the combined spending for all members of your travel party.

Total Daily Spend	n=106	Expense Category	Median	Mean*
Nothing/Zero	25%	Lodging	\$0	\$53.80
\$1 to under \$200	43%	Food and Beverage	\$30.00	\$53.22
\$200-\$299	10%	Entertainment	\$0	\$12.01
\$300-\$499	10%	Retail Shopping	\$0	\$20.67
\$500-\$749	9%	Transportation	\$0	\$30.93
\$750+	2%			
Median	\$90.00			
Mean*	\$170.11			

\*Mean includes Nothing/Zero

11. **DAY VISITORS:** Now I'd like to get some idea of your spending patterns while you are in Scottsdale today. On average, how much are you and your travel party spending each day on the following items? When responding, please indicate the combined spending for all members of your travel party.

Total Daily Spend	n=194	Expense Category	Median	Mean
Nothing/Zero	38%	Food and Beverage	\$0.50	\$25.24
\$1 to under \$200	58%	Entertainment	\$0	\$1.58
\$200-\$299	--	Retail Shopping	\$0	\$24.41
\$300-\$499	3%	Transportation	\$2.00	\$4.51
\$500-\$749	1%			
\$750+	1%			
Median	\$10.00			
Mean	\$54.81			

\*Mean includes Nothing/Zero





12. Next, which of the following information sources made you aware of this event? Did you hear about Canal Convergence from...?

Sources	Total (n=300)
Social media (Facebook, Instagram, Twitter, etc.)	31%
Recommendation from friend/family	23%
Magazines or newspapers (New Times, AZ Highways, AZ Republic)	13%
Canal Convergence or Scottsdale Arts Website	12%
Email	10%
Television	8%
Online advertising	7%
Radio	2%
None of these	21%
12b: Were there any other sources that influenced your decision to attend this event? Other Sources	18% - YES

12b: Other Sources Mentioned (n=54)		
Saw it walking/driving by (20)	At dinner/restaurant (3)	News
Word of mouth (9)	Go to it every year (2)	Online website
Google (5)	Museum	Painting
Billboard/street sign (4)	Airport	Show at Scottsdale Center
Social media (Facebook/twitter/etc.) (3)	Music and activities	Television

Note: These were recorded as open ends and a few fell into categories already asked in the aided question but respondents did not feel



13. How would you rate the overall quality of Canal Convergence? Would you say the overall quality is...?

Total	n=300
Excellent	68%
Good	29%
Fair	3%
Poor	1%

14. What have you most enjoyed at Canal Convergence - the art installations, workshops, dance performances, or live music?

Total	n=300
Art installations	83%
Live music	13%
Workshops	2%
Dance performances	2%

15. In total, how much time do you think you will spend at the event today?

Total	n=300
One hour or less	13%
One to two hours	43%
Two to three hours	31%
Three to four hours	10%
Longer than four hours	4%

16. Would you recommend this event to a family member or friend?

Total	n=300
Yes	96%
No	1%
Not sure/ Don't know	3%



## 17. Why wouldn't you recommend it? (Among those responding, No or Don't know)

Total	n=11
Nothing to see or do/ not entertaining	6
Other (responses below)	
Only for creative thinkers	1
Not professional enough	1
Too much walking	1
It is too small	1
Don't know	1

**Demographics:**

## D1. Gender (observation only)

Gender	n=300
Male	40%
Female	60%

## D2. What is your age? Are you:

Age	n=300
18 to 24	8%
25 to 34	14%
35 to 49	20%
50 to 64	31%
65 or older	25%
Prefer not to respond	2%

D3. What is the combined total annual income of all members of your household?  
(READ LIST)

Household Income	n=300
Under \$25,000	2%
\$25,000-\$40,000	7%
\$40,001-\$60,000	10%
\$60,001-\$75,000	7%
\$75,001-\$100,000	13%
\$100,001 - \$150,000	13%
More than \$150,000	14%
Prefer not to respond	33%

